

UNITED STATES DEPARTMENT OF JUSTICE  
WASHINGTON, D.C. 20530

## AMENDMENT TO REGISTRATION STATEMENT

Pursuant to the Foreign Agents  
Registration Act of 1938, as amended.

1. Name of Registrant

MORTIMER AND COMPANY, INC.

2. Registration No.

1648

3. This amendment is filed to accomplish the following indicated purpose or purposes:

☒ To correct a deficiency in☐ To give a 10-day notice of a change in information as required by Section 2(b) of the Act.☐ Initial Statement☒ Supplemental Statement  
for period ended 1/19/70☐ Other purpose (specify) \_\_\_\_\_☐ To give notice of change in an exhibit previously filed.

4. If this amendment requires the filing of a document or documents, please list -

Annual Report for 1969 in respect of St. Maarten, St. Eustatius and Saba.

Annual Report 1969-70 in respect of Jamaica.

5. Each item checked above must be explained below in full detail together with, where appropriate, specific reference to and identity of the item in the registration statement to which it pertains. If more space is needed, full size insert sheets may be used.

The 1969 annual report in respect of Saba, St. Eustatius and St. Maarten is the report furnished to the principals (Netherlands Antilles government and government of the Island Territory, the Windward Islands), covering public relations activities of the registrant for the period including the report period.

The 1969 annual report in respect of Jamaica is the report furnished to the principal (Jamaica Industrial Development Corporation in Jamaica), covering public relations activities of the registrant for the period including the report period.

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this amendment and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief.

(Both copies of this amendment shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United States, if the registrant is an organization.)

Morton Sontheimer

Richard Hazlett

Charles Hopfl

Dorothy Delman

Subscribed and sworn to before me at New York, N.Y.

this 58<sup>th</sup> day of May, 19 70

(Notary or other officer)

My commission expires

BARRY LEE COHEN  
Notary Public, State of New York  
No. 31-5739300  
Qualified in New York County  
Commission Expires March 30, 1972

# SONTHEIMER AND COMPANY, INC.

FOUR WEST FIFTY-EIGHTH STREET - NEW YORK, N. Y. 10019 - CABLE: SONTHEIM

TELEPHONE 688-8350

1969

ANNUAL REPORT ON PUBLIC RELATIONS

for the

Netherlands Windward Islands

Saba

St. Eustatius

St. Maarten

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## INTRODUCTION

As this is written, the Caribbean resounds with cries of alarm over the slowing down of tourism since the end of the 1968-69 winter season. The summer was generally bad. Fall and early winter were also disappointing.

Not so St. Maarten. In 1968 we showed a whopping 27 per cent increase in visitors over 1967. Now, having reached the end of 1969, we can show a further increase -- on top of the 1968 figure -- of 33 per cent!

Since we began our promotion and development program for St. Maarten in 1965, the gain in tourism has been 145 per cent.

To call the attention of the tourist market to St. Maarten, we have had to compete with multi-million dollar advertising and public relations budgets of other islands and areas. The success we had is described in the following pages. But it is best measured by the statistics just cited, and by statements in VARIETY, the entertainment industry publication on January 21, 1970, describing tourism trends in Puerto Rico for 1969: "The downward trend is related to the aggressive selling of economy package tours to Europe added to the increased competition of emerging Caribbean islands such as... St. Martin, Jamaica and Antigua."

## THE BASIC THEME

In 1969, for the first time, St. Maarten began to emerge into full competition with the world of tourism attractions. Granted that construction didn't meet deadlines, the ferment had begun, and everyone either directly or indirectly involved looked at this year as a crucial turning point.

It was the first year we had been able to devote a major push to off-season business with an eye to the new hotel space that must be filled in the normally slack periods. The fact that there was not all that much new finished hotel space after all could not deter us. We had to look ahead into coming years and the new decade.

So our basic theme, which we were able to follow through most of 1969 was "Summer in the Cool Windwards" -- or, as in the case of a photograph of bathers in a bubbling surf "It's Always Like This in St. Maarten."

That this theme was successful -- we were able to build up summer trade to an astonishing high -- may be found in airport movement figures showing outgoing passengers in high season February, 1969, as 4,975, while in July they were 5,168. In August the figure was 5,704 and in September, which is customarily low, 4,059. The other usually low month,

May, achieved 4,093. Competitive islands may look at these figures with envy.

Part of this success came from our cruise ship promotion; part came from an extraordinary array of newspaper publicity; part from magazines and radio and TV; part from other sources which will be noted later.

Members of our staff made a total of nine trips to the islands to obtain the information and photos and make the arrangements necessary to generate all the promotion.

DIRECT TO THE NEWS MEDIA

During the year we sent in quantity, fourteen different black and white photographs and thirty-one releases directly to news media that published them. Among the twenty-one subjects covered were:

Hotel Building  
Cruise Ships  
Shopping  
Night Life  
Island Scenic Attractions  
Summertime Bargains  
Watersports and Sailing  
Sightseeing  
Special Events  
New Banks

On the occasion of the first call by the M.V. Cabo Izarra to Saba, two members of our staff covered the story in words and pictures which were used by United Press International in a nationwide release.

For the most part, our releases were used verbatim, many with pictures and all without cost to the government. A conservative estimate of newspaper space given to our releases in 1969 is nearly 5,000 column inches.\* They appeared in:

MONTREAL GAZETTE  
TOLEDO BLADE  
TORONTO TELEGRAM  
CLEVELAND PLAIN DEALER  
DETROIT FREE PRESS  
PHILADELPHIA INQUIRER  
DALLAS TIMES HERALD  
SPRINGFIELD MISSOURI NEWS  
ST. LOUIS GLOBE DEMOCRAT

LONG ISLAND NEWSDAY  
ST. LOUIS POST DISPATCH  
BOSTON GLOBE  
WASHINGTON STAR  
PHILADELPHIA INQUIRER  
SAN FRANCISCO EXAMINER  
HARTFORD COURANT  
DETROIT NEWS  
CHICAGO TRIBUNE

NEW YORK TIMES  
PHOENIX GAZETTE  
NEW YORK POST  
LOS ANGELES TIMES  
NEWARK NEWS  
CHRISTIAN SCIENCE MONITOR  
CHICAGO DAILY NEWS  
MINNEAPOLIS TRIBUNE  
WASHINGTON FEDERAL TIMES  
MIAMI HERALD  
SAN FRANCISCO CHRONICLE

NEW BEDFORD TIMES  
CHICAGO SUN-TIMES  
WASHINGTON NEWS  
ROCKY MOUNTAIN NEWS  
DALLAS NEWS  
ATLANTIC CITY PRESS  
LE PETIT JOURNAL  
TAMPA TRIBUNE  
MIAMI SUN  
DENVER POST  
WESTCHESTER GROUP PAPERS

\* Estimates are based on the number of clips we receive from clipping services which assess their own efficiency as somewhat less than 50 per cent.



## WRITERS AND EDITORS

A major part of our effort to promote the Windwards goes into inducing writers and editors to visit our islands and then guiding or briefing them and supplying them with additional research, pictures and story ideas.

Many destinations encourage these visits by paying for the trips. St. Maarten cannot afford this, but through the Tourist Bureau, we sometimes request the hotels to make concessions to visiting writers of special importance.

Among the writers with whom we worked last year -- and who produced some priceless results for the Windwards -- were:

SYDNEY HUNT (3/4 page in NEW YORK TIMES; full page, CHICAGO TRIBUNE; 1/2 page, CLEVELAND PLAIN DEALER)  
JOHN HUGHES (full picture page, NEW YORK SUNDAY NEWS)  
STEVE LIBBY, KANSAS CITY STAR  
SANFORD MARKEY, KING FEATURES SYNDICATE  
EILEEN SWIFT, LONG ISLAND NEWSDAY  
WADE FRANKLIN, CHICAGO SUN-TIMES  
RICHARD JOSEPH, NEW YORK POST  
IRWIN BRESLAUER, LOS ANGELES TIMES SYNDICATE  
ELIZABETH OLIVER, BOSTON GLOBE  
MARGARET ZELLERS LENCI, NEW BEDFORD STANDARD and  
NEW YORK TIMES Caribbean Supplement  
KERMIT HOLT, CHICAGO TRIBUNE  
CHARLES HILLYER, LOS ANGELES TIMES  
ELVIRETTA WALKER, OKLAHOMA JOURNAL  
MARGARET MILNE, TORONTO GLOBE & MAIL  
EDWARD DONOHUE, SCRANTON TIMES  
EUNICE JUCKETT, BOSTON GLOBE

Total lineage achieved in this type of newspaper story that we can document was 2,344. The total for the year in newspaper coverage was 7,344.column inches.

#### MAGAZINES

Magazine staffers with whom we worked in similar fashion during the year and who helped to build up the image of our islands through the editorial matter they published, included:

NATIONAL GEOGRAPHIC  
EBONY  
MODERN BRIDE  
TUESDAY  
TRAVEL AND CAMERA  
TOWN & COUNTRY  
MEDICAL ECONOMICS  
CLIPPER  
BALTIMORE  
WESTERN PENNSYLVANIA MOTORIST  
HOLIDAY  
VENTURE  
BRIDE'S  
GLAMOUR  
BETTER HOMES AND GARDENS  
SOCIAL SPECTATOR  
CARIBBEAN BEACHCOMBER  
MOTOR NEWS  
WESTCHESTER COLUMNS

## BOOKS

Many people are influenced to come to St. Maarten and its two sister islands by travel books, guide books and other types of books.

Over the years we have established working relationships with the authors and publishers of these books. In most cases, we automatically receive manuscripts or advance proofs of what is being written about the Windwards so that we can correct inaccuracies and bring all information up to date.

Where possible, a member of our staff accompanied authors gathering material for their books. In the case of FIELDING'S GUIDE, this resulted in Statia being included for the first time.

Other books to which we contributed our efforts in 1969 included FODOR'S GUIDE, CARIBBEAN HERE AND NOW, OAG TRAVEL PLANNER, INTERNATIONAL HOTEL DIRECTORY, CTA SALES GUIDE, INTERNATIONAL TRAVEL LIBRARY, OFFICIAL STEAMSHIP GUIDE, TRAVEL TRADE CARIBBEAN GUIDE (magazine format), TIME-LIFE BOOKS' "COOKING OF THE CARIBBEAN ISLANDS" by Linda Wolfe; a forthcoming picture-cookbook by Bradley Smith; a West Indian cook book by Mrs. Richard Turk and a school textbook by Morris Weeks.

THE TRADE PRESS

Following is a list of travel trade publications which published stories, pictures and items about the three islands as a result of our direct releases or our assistance. These represent a majority of the professional periodicals read by members of the travel industry and related fields:

TRAVEL TRADE	CANADIAN TRAVEL COURIER
CTA NEWS	CANADIAN TRAVEL NEWS
TRAVEL AGENT	CANADIAN TRAVEL PRESS
ASTA TRAVEL NEWS	CARIBBEAN TRAVELER
AMERICAN INTERNATIONAL TRAVEL	CARIBBEAN SUN
HOTEL-MOTEL MANAGEMENT	CARIBBEAN BUSINESS NEWS
TRAVEL WEEKLY	MOTOR NEWS
TRAVEL MANAGEMENT	TRAVELAGE EAST
SERVICE WORLD INTERNATIONAL	HOTEL MANAGEMENT REVIEW
TRAVEL	

In 1968 we were proud of the amount of free space St. Maarten received in these publications, but in 1969 we were able to more than triple our earlier record -- we averaged 3.09 column inches every business day of the year.

## CRUISE SHIPS

Our office functions as the New York branch of the St. Maarten Government Tourist Bureau, covering the United States and Canada. As such, we have been for five years the Windward Islands' contact with the home offices of the cruise lines, and it is our job to sell our islands as cruise ship stops.

The year before last was a record for cruise ship business in St. Maarten -- 95 calls. But in 1969 we bettered that by 37 per cent.

This year Julian P. Conner, Director of Tourism, came to New York to accompany us on a carefully planned program of calls on all of the shipping lines. We heard much praise of our islands and some complaints about docking facilities, shore excursions, reception of cruise passengers at hotels, lack of refreshment places and comfort stations, and dissatisfaction with taxi drivers and casino personnel.

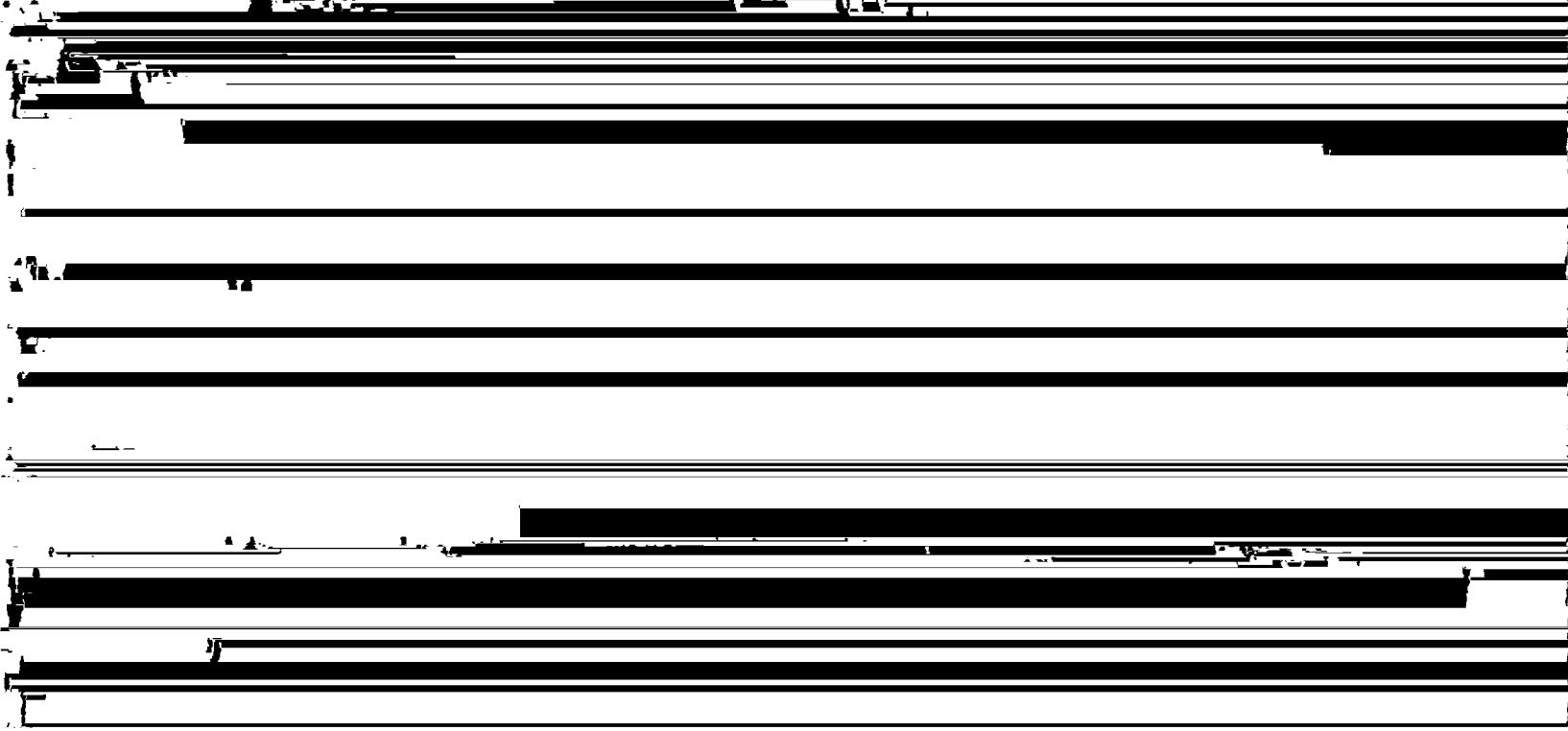
We tried to establish St. Eustatius as a port of call, and although it was carefully considered by several companies, the lack of shore transportation and refreshment places necessitated postponement for at least a year.

It is not enough to simply bring cruise ships to the islands, we must also insure that the passengers get off and

visit and shop when they're in our ports. So we maintain contact with all the lines, supplying them with information for the cruise directors, literature for the passengers, and a slide show we produced and a ten-minute color film we made this year.

Late in the year, personal tours or receptions were given to at least four representatives of various companies and whenever possible, cruise directors were met and given courtesies by the Tourist Bureau. When Westours announced inauguration of new service from the West Coast, we worked closely in providing slides and promotional information to Charles West (President of ASTA).

In a recent conversation with us, a package tour manager who has nothing specific to do with cruises remarked, "At least a third of my business comes in the form of requests



## CARIBBEAN TRAVEL ASSOCIATION CONVENTION

The meeting of the Caribbean Travel Association in St. Maarten last June was, as far as we know, the first full fledged convention the island has had. Because the business of the CTA is also the main industry of St. Maarten -- tourism -- it was particularly important that the convention be a success. It was.

The president of our company acted as a delegate at the convention and staff members assisted the director of tourism in coordinating various events and logistical procedures, beginning as early as January in working on plans with the CTA head in New York. As a concerted effort by island people to make the week-long event a success, we believe the experience was valuable, first in learning what our convention facilities actually are and what is needed in the future, second in learning what we really can offer on other such occasions when monetary as well as public relations profits can be expected.

## AIR SERVICE

In our Master Plan for public relations, 1969, we stated: "We are constantly tuned-in to developments affecting this tourism lifeline, and we are working with St. Maarten government officials and others to achieve either a new direct flight service from New York or restoration of the former service."

That work came to a climax late in 1969. It culminated two years of effort by Senator Wathey and by good friends of St. Maarten, notably and certainly foremost, Justin Kingson. Ours was a supporting role.

Although the first ALM direct flight DC9 landed at Juliana Airport on January 14, 1970, by December we were working with ALM on the inaugural flight. In addition to supplementing the carrier's announcement release to the trade and general press, we began the project of obtaining hotel rooms for flight guests at St. Maarten Isle, cooperating on the press guest list and making up the schedule of events.



## MISCELLANEOUS

Promoting the Windwards calls for a variety of talents from our staff.

We wrote the script for a low-low-budget film, the ten-minute color motion picture called THE SERENDIPITY SISTERS, about the three islands, which we produced principally for showing on cruise ships sailing toward our islands. A member of our staff was interviewed on the Caspar Citron radio show. We provided material for a number of radio travel programs including Myra Waldo's CBS network program. We manned a booth at a recent travel show and spoke at the ASTA New York Chapter's "Caribbean Night."

We began encouraging travel agencies to consider St. Maarten as a convention site, and we assisted in preparations by the advertising agency for the Bank of Nova Scotia of their announcement ad about their opening in St. Maarten. This ad appeared in the WALL STREET JOURNAL and in the Toronto newspapers and financial papers.

Looking ahead to the increased accommodations and flight facilities of 1970, we began laying groundwork for a type of magazine coverage that heretofore has been impossible, such as the bringing to the islands of photographic crews. The first of these bore fruit immediately with GLAMOUR MAGAZINE's

fashion issue on St. Maarten, which they visited in early January, 1970.

Many people who eventually build in the Windwards come to us first. So do the idle talkers. During the year we spent time with all of them, giving them abundant information. All those whom we considered might not be a waste of time for officials, we referred to the proper official sources. We issued announcement releases and pictures for the following projects under construction:

- St. Maarten Isle
- Island Gem Enterprises
- Concord of St. Maarten
- Castel St. Maarten
- Golden Era Hotel
- Oyster Pond
- Little Bay (additional rooms)
- Pasangrahan (additional rooms)
- Lighthouse (additional rooms)
- Townhouses

We attended all meetings during the year of ANTOR (Assembly of National Tourist Office Representatives) and SATW (Society of American Travel Writers) and worked closely with the Caribbean Travel Association.

We conferred with conservation experts on problems of pollution and restoration and made recommendations to government authorities.

And we released six stories specifically noting the shopping bargains of St. Maarten and Saba.

## THE INFORMATION OFFICE IN NEW YORK

Success carries its own penalties. The more success we have in increasing the flow of tourists, the more problems it creates for the islands' government in providing services and keeping the tourist industry from spoiling the very attractions that bring the tourists. In the same way, the increased interest in the islands overtakes our staff in the New York office.

During the last year, we just about reached the point where the assistant who answers all inquiries coming into the Windwards Tourist Information Office which we conduct, is hardly able to handle the volume by herself. The Information Office has always given personal service, with knowledgeable staff people talking personally to the many callers, responding to every phone and mail inquiry, often with specially written letters. It used to be "no big thing," as the islanders say.

But last year there were 8,805 requests, an increase of 59.5 per cent over the year before, in other words an average of forty-five a day.

Each new publicity break brought measurable surges of interest.

For example: As a direct result of Myra Waldo's CBS broadcast on Saba, we could trace eighty-eight inquiries; as a result of Sydney Hunt's articles on Statia, we counted twenty-five actually referring to the article. TOWN & COUNTRY's October story yielded thirty-six inquiries on St. Maarten, and Glamour brought fifty-seven letters. Calls on the NATIONAL GEOGRAPHIC story are already beginning.

In addition to the inquiries, we provide assistance, information and advice to travel wholesalers and retailers. For example, we helped Raymond & Whitcomb and Travel Management research possibilities of package tours to St. Maarten; Sturm Travel of New York who were planning a group charter in 1970; Lee Travel of Waco, Texas, for a Renaissance cruise tour promotion; Crestridge Travel of New Jersey, considering St. Maarten as site for a 1970 Litton Industries' convention, plus assistance to Diner's Fugazy, MacDonald Travel and Giles and Rollo.

Our Tourist Information Office still handles other requests for special attention such as the International Travel Library of Montreal which publishes information for the Canadian travel industry; Chicago Women's Travel which we supplied with posters and brochures for this group's annual dinner dance; the Society of American Travel Writers for whose annual dance we obtained a beautiful door prize donated by Spritzer &

Fuhrmann, and the Joseph Schlitz Brewing Company which needed material for use in a travel incentive program.

# SONTHEIMER AND COMPANY, INC.

FOUR WEST FIFTY-EIGHTH STREET • NEW YORK, N. Y. 10019 • CABLE: SONTHEIM

TELEPHONE 688-8350

APRIL 1, 1969 - MARCH 31, 1970

ANNUAL REPORT

ON

PUBLIC RELATIONS

FOR THE

JAMAICA INDUSTRIAL DEVELOPMENT CORPORATION

"Jamaica has by far the largest industrial output and the most diversified manufacturing base, with such industries as cement, oil refining, textiles, clothing and food processing."

WORLD BUSINESS - October 1969

"There is an increasing opportunity for a service company here. Jamaica is just beginning to bud in information systems, with government and industry willing to cooperate."

METROPOLITAN COMPUTER NEWS - December 1969

"An island on the move as well as an island in the sun, Jamaica is a growth market and a good base for industries that wish to take advantage of expanding markets in the Caribbean and Latin America."

MODERN MANUFACTURING - August 1969

"If anything, the Jamaica Industrial Development Corporation is one of the world's most aggressive government agencies in promoting the flow of investments."

BUSINESS ABROAD - February 1970

(The above are all reflections of strenuous public relations activities.)

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"The Minister of Trade and Industry.... returned to Jamaica ... after a visit to California which, he said "would pay off because it was going to get a lot more industries in this country."

"... Mr. Lightbourne said that he took the opportunity of making a lot of influential contacts, which was in no small part due to the help of the Jamaica Industrial Development Corporation, and their Public Relations personnel."

THE DAILY GLEANER

October 11, 1969

"I think this is an excellent production which contains valuable information for the potential investor in Jamaica....."

It is important that we stress the stability of the country to the businessman interested in coming here. He wants to know what the record has been over the

-more



past 10 years. Jamaica has an excellent record in this respect and I am very pleased to see that this new JIDC brochure gets this point across so well."

Mr. Alva E. Ross, Acting Minister of Trade and Industry, on being presented with a copy of the new 24-page investment brochure by Mr. Carroll C. daCosta, Executive Director of the JIDC.

(As reported in THE DAILY GLEANER

September 13, 1969.)

(The above quotations refer to two projects initiated and executed, all or in part, by the public relations agency.)

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## THE WEST COAST CONFERENCES

In our 1967-68 Master Plan of Public Relations for the JIDC, and again in our 1968-69 Plan, we stressed the importance of industrial seminars as an effective way to reach industrialists and investors with the Jamaica development story.

In late 1968 we enlisted the support of Richard Benjamin, President of the Jamaican-American Chamber of Commerce for such an event on the Pacific Coast, which we considered a promising area because of the abundance of industry that might be induced to locate in Jamaica.

We suggested that the Bank of America, a member of the Chamber, be asked to sponsor a Jamaica conference in San Francisco. This was desirable because of its impressive list of clients who could be invited, because of area familiarity with the Bank and because of its prestige. We felt it was also important to have a local sponsor to bear the burden of the cost of a well-staged conference.

With the sustained and dynamic activity of

Mr. Benjamin, the original idea evolved into twin conferences in San Francisco and Los Angeles in order to take full advantage of the presence of the Jamaican participants on the U.S. West Coast. Sponsors in San Francisco were the Chamber, Kaiser Aluminum and Chemical Corporation, and the Bank of America; in Los Angeles, sponsors were the Chamber and Reynolds Metals Company.

Months of planning, co-ordinating, conferring and preparing went into the two conferences. The Minister of Trade and Industry agreed to be the principal speaker at both conferences.

The President of our Company and our Representative in Kingston, both went to the Coast to ensure the success of the conferences by personally working on arrangements and handling the publicity. Maximum coverage was developed in the press (see "Newspapers") and on TV and radio, while the image of Jamaica was strengthened by the treatment accorded to the Minister wherever he went. The Minister himself was the hit of both shows.

Earlier in the year, in New York, we were able to stage a preliminary seminar that served as a pilot program for the West Coast conferences. We induced the American

Management Association to sponsor the New York presentation. The AMA not only provided eminent sponsorship, but paid all costs. That seminar had two interesting sequels: 1) the United States Director of the JIDC was invited as a panelist to an AMA sponsored seminar on CARIFTA held at Paradise Island, Bahamas, and 2) the AMA is currently planning a management seminar in Jamaica with the active cooperation of the Jamaica Institute of Management.

## THE BROCHURE

At last, after many months, all the statistics were pulled together, all the rewrites were concluded, all the necessary approvals obtained, estimates assembled, bids taken, offers considered, and the brochure we have been aiming to produce ever since we took over the JIDC account, finally appeared. The overwhelming consensus is -- it was worth the effort.

The JIDC reports that it has received many expressions of pleasure, and we ourselves have received several notes from editors and writers applauding the job. Enlivened by its four-color printing and its many photographs, the Brochure includes all the basic information sought by investors, and a good deal of statistical information. Its principal use is a primer on Jamaica for potential investors. It is being employed to very good advantage by the New York Office as a supplement to its slide presentation, and for mailings and other approaches to prospects.

## MAGAZINES

We had seven magazine breaks in the course of the year. They were:

BUSINESS ABROAD (February 1970). A three-page article headed, "Jamaica: Industry Joining Tourists in Caribbean Boom," which also contained a special section "Service-oriented: Island Seeks Data-processing Jobs." The special section described the firms already there - and some of their prestigious clients - and the JIDC's efforts to attract others.

Our New York Office briefed Richard Barovick, the author, and suggested the story lines to him. The Kingston office made all appointments, and provided additional briefing. We also supplied the photos that accompanied the article. At the request of the U.S. Director, we have provided 500 reprints of the article for use with JIDC's U.S. promotional activities.

BUSINESS ABROAD (May 1969). When Editor, Jack Roach, was preparing a special Caribbean issue, he called us.

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By supplying pictures and more information than Jamaica's competitors, we obtained more space for Jamaica than was given to any other island, Puerto Rico included.

BUSINESS LATIN AMERICA (May 1969). We induced the Associate Editor of this publication to visit Jamaica. The first article resulting from the visit was a full page story which provided potential investors with a great deal of accurate information on ways to establish in Jamaica.

BUSINESS LATIN AMERICA (June 1969). We had arranged this article to coincide with the announcement of the formation of the Jamaica Development Bank. The Bank's change in the date of its opening robbed the article of its timeliness, but it contained a great deal of valuable information.

PROGRESO (Latin American economic magazine, September/October 1969). We worked with Richard Schroeder, the author, suggesting several story lines, and making all arrangements for and during his visit. The resulting article, which dealt with the formation of the Regional Bank, had its

entire first section devoted to Jamaica and containing the opening sentence - "Jamaica has initiated a new phase of economic prosperity." The article was illustrated by photographs we supplied.

MODERN MANUFACTURING (August 1969). This magazine sent a team of three writers to Jamaica. We made all arrangements, and assisted in interviews with plant managers and others. The article dealt with the various items of factory construction and operation which would be of interest to a prospective industrialist. It is a useful adjunct to the JIDC's own literature.

WORLD BUSINESS (October 1969). Through our work with the Editors and staff, an article in this magazine on CARIFTA carried much favorable information on Jamaica.

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NEWSPAPERS

During the year, our publicity material has appeared  
in:-

THE BOSTON GLOBE	SACRAMENTO (CAL.) BEE
CINCINNATTI ENQUIRER	JOURNAL OF COMMERCE
CHRISTIAN SCIENCE MONITOR	KANSAS CITY STAR
NEW YORK TIMES	SAN JOSE (CAL.) MERCURY-NEWS
SAN FRANCISCO EXAMINER	WASHINGTON EVENING STAR
OAKLAND (CAL.) TIMES	NEW ORLEANS STATES-ITEM
LOS ANGELES TIMES	ANAHEIM (CAL.) BULLETIN

Decimalization of the Jamaican currency proved to be one of the most widely printed stories, attracting many of the country's daily papers including the BOSTON GLOBE, WASHINGTON DAILY NEWS, CINCINNATTI ENQUIRER and the CHRISTIAN SCIENCE MONITOR.

There was intensive coverage of the West Coast conferences, including the SAN FRANCISCO EXAMINER, and the OAKLAND TRIBUNE, which carried a feature article on the Minister illustrated with several photographs. The Los Angeles conference was featured in the LOS ANGELES TIMES, which also published a picture of the Minister.

A special feature article entitled "Subscription? Check with Jamaica" was written by the Special Features Editor of the CHRISTIAN SCIENCE MONITOR. Dealing with the development of the Data Processing Service industry in Jamaica, it could be employed in promotions by the JIDC's New York office.

An economic feature article written by a UPI correspondent, was put on the UPI's Caribbean wire after a visit we arranged.

An interesting example of how research can improve the news value of an ordinary story occurred in connection with the 1968 Economic Report, which said that the rate of growth of Jamaica in 1968 was 9.2%. As such, it was simply another statistic from another country. But when we enlisted the aid of economists, we confirmed our earlier suspicion that it was, in fact, the highest rate of growth of any nation in the Western Hemisphere, including the United States. We also found that it was the 12th highest in the world. From this we created a release which was picked up by Reuters and widely published. It also was featured in an article in the CARIBBEAN SUN telling of the growth of the Jamaican economy.

## TRADE PRESS

Much of the news from JIDC is of specialized interest, not acceptable to the general press. Therefore we make a strong play for publicity in the trade press.

The AMERICAN BANKER gave us good coverage on three of our releases -- the formation of the first Merchant Bank, the conversion to the decimal system, and the accelerated withdrawal of sterling because of the success of the conversion indoctrination program. CITRUS AND VEGETABLE MAGAZINE featured our story of Jamaica's plans for export of fruits and vegetables, and combined this with our release on the special meeting of the Jamaican-American Chamber of Commerce, which was directed to Jamaica agriculture.

PULP AND PAPER INTERNATIONAL gave prominence to our story on the opening of the new Weyerhaeuser paper mill -- the fifteenth publication to do so. Our coverage of the opening of the Alpart refinery appeared both in WEEKLY BOND BUYER and METALS WEEK, the latter illustrating the article with a photograph we supplied.

Decimalization of Jamaica's currency proved almost as popular to the trade press as it did to the general press. DAILY COMMERCIAL NEWS gave the story ex-

tensive treatment, as did SHIPPING GUIDE, WEEKLY BOND BUYER, the JOURNAL OF COMMERCE, and the AMERICAN BANKER.

A story we created describing the cargo boom at the Montego piers literally went coast-to-coast, being carried by the MARINE DIGEST in Seattle, and the SHIPPING DIGEST in New York.

METROPOLITAN COMPUTER NEWS gave us extensive coverage in both their September and December issues. In the latter story, in which the paper reported on the Computer Input Conference held in the Sheraton Kingston, the thrust of the article was particularly favorable to Jamaica. Earlier in the year, we had obtained good coverage on the Montego compuer conference in COMPUTERWORLD, BEMA NEWS and COMPUTING NEWSLINE.

### SPECIAL PROJECTS

JIDC SLIDE SHOW. During 1969, we distributed copies of the JIDC slides-with-sound show, intended as their major promotional instrument for the immediate future. Immediately thereafter, we began -- as we had promised in our Master Plan -- to set up a schedule of showings before out-of-town service clubs within a one-hour-drive radius of New York City. Since two of the major service organizations refuse to give non-members lists of their clubs, we had to do a great deal of basic research to develop a list of the clubs. Once this was done, we were able to move forward with considerable effect and, as of the writing of this report, 15 dates have been scheduled for presentations between February and May. The New York Office of the JIDC is reporting very good results from the presentations.

ADVERSE PUBLICITY. As predicted, in comparison with the good things which were said about Jamaica during the year, the adverse publicity was minimal. Minimal or not, however, it is always painful. None of it was directed at the JIDC or any aspect of its operations. Nevertheless,

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any unfavorable publicity about Jamaica is bound to be harmful in some manner to the JIDC effort. Therefore we concerned ourselves with the problem , and in three memoranda outlined a plan for countering adverse publicity. Insofar as we have been able to implement the plan -- by emphasizing the constructive and progressive aspects of Jamaican life -- we have been, and are proceeding assiduously.

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### VISITING PRESS

During the year, we were able to maintain a constant flow of writers to the island. Included among them were:-

Earl Copeland, UPI

Landt Dennis, Feature Editor,  
Christian Science Monitor

Richard Schroeder, Alliance for Progress  
Newsletter

Rafael Diaz, Associate Editor, Business  
Latin America

Three Editors from Modern Manufacturing

Herbert Lund, Editor-in-Chief, " "

Tom Nestro, Editor, Metropolitan Com-  
puter News

Richard L. Barovick, for Business Abroad

Ernest Prettyman and David Parkes, on  
assignment from Tuesday Publications.

Another visitor was Professor William Treadwell who came to the island for the purpose of updating his economic study of Jamaica (used in business schools throughout the Eastern seaboard).

## CONCLUSION

The 1969 Public Relations activity has largely fulfilled the program spelled out in the Master Plan. There has been a marked increase in the number of writers visiting Jamaica, which has, in turn, led to an increase in the number of magazine articles which have been published. Furthermore, writers are now becoming aware of the Jamaica Industrial Development Corporation and the industrial development of Jamaica as potential story pegs.

The success of the West Coast Conferences has brought a knowledge of Jamaica into a hitherto almost entirely untapped area. There is every reason to suppose that the Minister's words - "it will get a lot more business to our country" - will prove to be absolutely accurate.

The publication of the new four-colour brochure, and the revision of the JIDC's detailed technical brochures make the public relations effort that much easier. The creation of the slide show has given us an instrument with which to work, and one that has already shown good results.

But all this is merely another step in the long process of complete public relations effort. We reached this step from the steps we had built and climbed in previous years.



Our plans for the next step will appear in the Master Plan which will shortly follow this Annual Report.\*

The report on the Jamaica aspects of the public relations program will be presented separately.